

## ORDER



**Orders**  
**Order / Rev:** 714962  
**Alt Order #:** 06324103  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 09/19/12 / 09/19/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	74	\$57,450.00	\$48,832.50
10/15/12	10/21/12	16	\$6,425.00	\$5,461.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$63,875.00	\$54,293.75	0.00
<b>Totals</b>	<b>90</b>	<b>\$63,875.00</b>	<b>\$54,293.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/09/12	10/15/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$200.00		0.00				
E 2	WUSA	10/09/12	10/15/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$400.00		0.00				
E 3	WUSA	10/09/12	10/15/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$375.00		0.00				
E 4	WUSA	10/09/12	10/15/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$400.00		0.00				
E 5	WUSA	10/09/12	10/15/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$300.00		0.00				
E 6	WUSA	10/09/12	10/15/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$225.00		0.00				

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 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	10/09/12	10/15/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$325.00		0.00				
E 8	WUSA	10/09/12	10/15/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$200.00		0.00				
E 9	WUSA	10/09/12	10/15/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$300.00		0.00				
E 10	WUSA	10/09/12	10/15/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$400.00		0.00				
E 11	WUSA	10/09/12	10/15/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$225.00		0.00				
E 12	WUSA	10/09/12	10/15/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$1,500.00		0.00				
E 13	WUSA	10/09/12	10/15/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$350.00		0.00				
E 14	WUSA	10/09/12	10/15/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$125.00		0.00				
E 15	WUSA	10/09/12	10/15/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$100.00		0.00				
E 16	WUSA	10/12/12	10/12/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,400.00		0.00				
E 17	WUSA	10/13/12	10/13/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$1,200.00		0.00				
E 18	WUSA	10/13/12	10/13/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$150.00		0.00				
E 19	WUSA	10/14/12	10/14/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$7,000.00	P-4	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$7,000.00		0.00				
E 20	WUSA	10/11/12	10/11/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$4,000.00		0.00				
E 21	WUSA	10/09/12	10/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 21	WUSA	10/09/12	10/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00 NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTFSS	7		\$1,000.00		0.00					
E 22	WUSA	10/09/12	10/09/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----	1		\$4,000.00		0.00					
E 23	WUSA	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----	1		\$6,000.00		0.00					
E 24	WUSA	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----	1		\$6,000.00		0.00					
Totals												90	\$63,875.00	